

### Abstract

The present invention provides a method for automatically updating bookmarks stored by a web browser when the bookmarked URL is invalid and a redirect to an alternate URL is specified. In accordance with the present invention, a web page author  
5 places redirect markups in the HTML or XML file associated with a particular URL. When this redirect markup in the HTML or XML file is received by the web browser, the user of the browser is given the option of replacing the existing bookmarked original URL with the redirect URL. Further, if desired, the bookmark, now containing the redirect URL, may also be modified to include the bookmarked original URL, so that, if desired,  
10 the user of the browser can try to reach the original URL if the redirect URL is no longer functional.